

ABSTRACT

A MULTI-DIMENSIONAL METHOD AND SYSTEM FOR SIMULATING
STRATEGIC ALLIANCE OF ENTERPRISES

5 A three-dimensional system for simulating the life cycle of enterprise alliance is described. The system and method are actualized as a matrix correlating business strategy and alliance benefit payoff and further mapped onto an axis of strategic structural scenarios. By providing basic financial information of an
10 enterprise, one can determine where the enterprise is in relation to its expected life cycle. More importantly, the same system and method also show graphically and analytically what an enterprise has to do to achieve the next level of performance in a possible strategic alliance.

15 Fig. 6.